

**Listing of Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

1. (previously presented) A facsimile apparatus, comprising:

a scanner section for scanning a document and generating image data corresponding to the scanned document to be transmitted;

a network interface device connected to a network and configured to transmit and receive facsimile data therebetween;

an advertisement information acquiring device configured to acquire advertisement information from an advertisement server connected to said data network via said network interface device;

a display device to display the advertisement information acquired from said advertisement information acquiring device; and

a displaying control device,

wherein said displaying control device causes the advertisement information to be displayed when said document is being scanned and said image data is being accumulated.

2. (previously presented) The facsimile apparatus as defined in claim 1,

wherein said displaying control device controls said display device to display the advertisement information during a time period of transmitting facsimile data.

3. (previously presented) The facsimile apparatus as defined in claim 1, further comprising:

a facsimile data storing device configured to store facsimile data;  
wherein said displaying control device controls said display device to display the advertisement information during a time period of storing the facsimile data.

4. (original) The facsimile apparatus as defined in claim 1, further comprising:  
an outputting device configured to output the advertisement information;  
an advertisement information output instructing device configured to instruct outputting of the advertisement information displayed on said display device; and  
wherein said displaying control device outputs the advertisement information instructed by said advertisement information output instructing device with the outputting device.

5. (original) The facsimile apparatus as defined in claim 1, further comprising:  
an advertisement information facsimile transmission instructing device configured to instruct facsimile transmission of the advertisement information displayed on said display device;  
and  
wherein said displaying control device transmits by facsimile transmission the advertisement information instructed by said advertisement information facsimile transmission instructing device to a previously set address.

6. (original) The facsimile apparatus as defined in claim 1, further comprising:  
an advertisement information mail transmission instructing device configured to instruct electronic mail transmission of the advertisement information displayed on said display device;  
and  
wherein said displaying control device transmits by electronic mail the advertisement

information instructed by said advertisement information mail transmission instructing device to a previously set address.

7. (original) The facsimile apparatus as defined in claim 1,  
wherein said displaying control device composes the advertisement information with a communication control report.

8. (original) The facsimile apparatus as defined in claim 1,  
wherein said displaying control device composes the advertisement information with a part of transmission image data.

9. (original) The facsimile apparatus as defined in claim 1, further comprising:  
an outputting device configured to output the advertisement information;  
wherein said displaying control device outputs the advertisement information to the outputting device at a constant time interval.

10. (original) The facsimile apparatus as defined in claim 1,  
wherein said displaying control device transmits the advertisement information by electronic mail to a previously set address at a constant time interval.

11. (original) The facsimile apparatus as defined in claim 8,  
wherein said displaying control device specifies a transmission destination country from a telephone number of a facsimile transmission address; and  
wherein said displaying control device composes the advertisement information of a

language employed in the specified country with the part of transmission image data.

12. (original) The facsimile apparatus as defined in claim 5,  
wherein said displaying control device specifies a transmission destination country from a  
telephone number of a facsimile transmission address; and

wherein said displaying control device transmits by facsimile transmission the  
advertisement information of a language employed in the specified country.

13. (original) The facsimile apparatus as defined in claim 6 or 10,  
wherein said displaying control device specifies a transmission destination country from  
an electronic mail address of electronic mail transmission; and

wherein said displaying control device transmits the advertisement information of a  
language employed in the specified country.

14. (previously presented) A facsimile apparatus comprising:  
a network interface device connected to a network and configured to transmit and receive  
facsimile data therebetween;

an advertisement information acquiring device configured to acquire advertisement  
information from an advertisement server connected to said network via said network interface  
device;

a display device to display the advertisement information acquired from said  
advertisement information acquiring device; and

a displaying control device configured to control the displaying of the advertisement  
information,

wherein said advertisement information acquiring device acquires the advertisement information from said advertisement server at a constant time interval.

15. (previously presented) A method of displaying advertisement information in a facsimile apparatus connected to a network, comprising steps of:

scanning by the facsimile apparatus a document and generating image data corresponding to the scanned document to be transmitted;

acquiring by the facsimile apparatus the advertisement information from an advertisement server connected to a network through said network; and

displaying the acquired advertisement information on a display device of the facsimile apparatus when said document is being scanned and said image data is being accumulated.

16. (original) The method as defined in claim 15, wherein the step of displaying the acquired advertisement information include steps of:

displaying the acquired advertisement information on said display device at a time of starting facsimile transmission; and

ending the displaying of the advertisement information on said display device at a time of ending the facsimile transmission.

17. (original) The method as defined in claim 15, wherein the step of displaying the acquired advertisement information include steps of:

displaying the acquired advertisement information on the display device at a time of starting storing of facsimile data for transmission in a storage device of the facsimile apparatus; and

ending the displaying of the advertisement information on said display device at a time of  
ending the storing of the facsimile data for transmission in the storage device.

18. (original) The method as defined in claim 15, further comprising a step of:  
outputting the advertisement information in accordance with an instruction of outputting  
the advertisement information displayed on said display device.

19. (original) The method as defined in claim 15, further comprising a step of:  
transmitting by facsimile transmission the advertisement information in accordance with  
an instruction of transmitting by facsimile transmission the advertisement information displayed  
on the display device.

20. (original) The method in claim 15, further comprising a step of:  
transmitting by electronic mail the advertisement information in accordance with an  
instruction of transmitting by electronic mail the advertisement information displayed on said  
display device.

21. (original) The method as defined in claim 15, further comprising a step of:  
composing the advertisement information with a communication control report.

22. (original) The method as defined in claims 15, further comprising a step of:  
composing the advertisement information with a part of transmission image data.

23. (original) The method as defined in claim 15, further comprising a step of:

outputting the advertisement information to an outputting device of the facsimile apparatus at a constant time interval.

24. (original) The method as defined in claim 15, further comprising a step of:  
transmitting the advertisement information by electronic mail to a previously set address at a constant time interval.

25. (original) The method as defined in claim 22, further comprising a step of:  
specifying a transmission destination country from a telephone number of a facsimile transmission address; and  
wherein the composing composes the advertisement information of a language employed in the specified country with a part of transmission image data.

26. (original) The method as defined in claim 19, further comprising a step of:  
specifying a transmission destination country from a telephone number of a facsimile transmission address; and  
wherein the transmitting transmits by facsimile transmission the advertisement information of a language employed in the specified country.

27. (original) The method as defined in claim 20 or 24, further comprising a step of:  
specifying a transmission destination country from an electronic mail address of electronic mail transmission; and  
wherein the transmitting transmits as electronic mail the advertisement information of a language employed in the specified country.

28. (previously presented) The method as defined in claim 15, wherein the advertisement information from said advertisement server is acquired at a constant time interval.

29. (previously presented) A communication system, comprising:

a network connecting plural terminal devices with transmission paths and transmitting/receiving data between said plural terminal devices through said transmission paths;

an advertisement server connected to said network; and

a facsimile apparatus including;

a scanner section for scanning a document and generating image data corresponding to the scanned document to be transmitted;

a network interface device connected to said network and capable of transmitting and receiving facsimile data therebetween;

an advertisement information acquiring device configured to acquire advertisement information from said advertisement server through said network interface device;

a display device for displaying the advertisement information acquired by said advertisement information acquiring device; and

a displaying control device configured to control the displaying of the advertisement information,

wherein said displaying control device causes the advertisement information to be displayed when said document is being scanned and said image data is being accumulated.



30. (original) The facsimile apparatus of claim 1, wherein said network comprises at least one of an ISDN, a LAN, a WAN, and a telephone line.

31. (original) The facsimile apparatus of claim 1, wherein said network interface device is configured to transmit data to and receive data from a device over at least one of an ISDN, a LAN, a WAN, and a telephone line.

32. (original) The method of claim 15, wherein said network comprises at least one of an ISDN, a LAN, a WAN, and a telephone line.

33. (original) The system of claim 29, wherein said network comprises at least one of an ISDN, a LAN, a WAN, and a telephone line.

34. (original) The system of claim 29, wherein said network interface device is configured to transmit data to and receive data from a device over at least one of an ISDN, a LAN, a WAN, and a telephone line.

35. (original) The facsimile apparatus of claim 1, wherein at least a portion of said network is the Internet.

36. (original) The method of claim 15, wherein at least a portion of said network is the Internet.

37. (original) The system of claim 29, wherein at least a portion of said network is the

Internet.

38. (original) The facsimile apparatus of Claim 30, wherein at least a portion of said ISDN, LAN, WAN, and telephone line is the Internet.

39. (original) The facsimile apparatus of claim 31, wherein at least a portion of said ISDN, LAN, WAN, and telephone line is the Internet.

40. (original) The method of claim 32, wherein at least a portion of said ISDN, LAN, WAN, and telephone line is the Internet.

41. (original) The system of claim 33, wherein at least a portion of said ISDN, LAN, WAN, and telephone line is the Internet.

42. (original) The system of claim 34, wherein at least a portion of said ISDN, LAN, WAN, and telephone line is the Internet.

43. (previously presented) A facsimile apparatus, comprising:  
a scanner section for scanning a document and generating image data corresponding to the scanned document to be transmitted;  
means for connecting to a network and for transmitting and receiving facsimile data therebetween;  
means for acquiring advertisement information from an advertisement server connected to said network via said connecting means;

means for displaying the advertisement information acquired from said advertisement information acquiring means; and

means for controlling the displaying of the advertisement information,

wherein said means for controlling causes the advertisement information to be displayed when said document is being scanned and said image data is being accumulated.

44. (currently amended) A communication system, comprising:

a network connecting plural terminal devices and transmitting/receiving data between said plural terminal devices;

an advertisement server connected to the network; and

a facsimile apparatus including;

a scanner section for scanning a document and generating image data corresponding to the scanned document to be transmitted;

means for connecting to said network and for transmitting and receiving facsimile data therebetween;

means for acquiring advertisement information from said advertisement server through said connecting means;

means for displaying the advertisement information acquired by said advertisement information acquiring means; and

means for ~~control~~ controlling the displaying of the advertisement information,

wherein said means for control causes the advertisement information to be displayed when said document is being scanned and said image data is being accumulated.

45. (currently amended) A computer program product, comprising:

~~a computer program storage device readable medium encoded with computer readable instructions that, when executed by a processor of a facsimile apparatus and tangibly embodying~~  
a program of instructions that when executed by the processor, implement on said facsimile apparatus,

an advertisement information acquiring mechanism configured to acquire advertisement information from an advertisement server connected to a network through said network at a constant time interval; and

a displaying mechanism configured to display the acquired advertisement information on a display device of the facsimile apparatus.

46. (original) The computer program product of claim 45, wherein the displaying mechanism is configured to display the acquired advertisement information on said display device at a time of starting facsimile transmission, and to end the displaying of the advertisement information on said display device at a time of ending the facsimile transmission.

47. (original) The computer program product of claim 45, wherein the displaying mechanism is configured to display the acquired advertisement information on the display device at a time of starting storing of facsimile data for transmission in a storage device of the facsimile apparatus, and to end the displaying of the advertisement information on said display device at a time of ending the storing of the facsimile data for transmission in the storage device.

48. (currently amended) The computer program product of claim 45, wherein the ~~computer readable medium is~~ program storage device further ~~encoded with computer readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus,

implement,

an outputting mechanism configured to output the advertisement information in accordance with an instruction of outputting the advertisement information displayed on said display device.

49. (currently amended) The computer program product of claim 45, wherein the ~~computer-readable medium is~~ program storage device further ~~encoded with computer-readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

a facsimile transmission mechanism configured to transmit by facsimile transmission the advertisement information in accordance with an instruction of transmitting by facsimile transmission the advertisement information displayed on the display device.

50. (currently amended) The computer program product of claim 45, wherein the ~~computer-readable medium is~~ program storage device further ~~encoded with computer-readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

an electronic transmission mechanism configured to transmit by electronic mail the advertisement information in accordance with an instruction of transmitting by electronic mail the advertisement information displayed on said display device.

51. (currently amended) The computer program product of claim 45, wherein the ~~computer-readable medium is~~ program storage device further ~~encoded with computer-readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus,

implement,

a composing mechanism configured to compose the advertisement information with a communication control report.

52. (currently amended) The computer program product of claim 45, wherein the ~~computer-readable medium is~~ program storage device further ~~encoded with computer-readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

another composing mechanism configured to compose the advertisement information with a part of transmission image data.

53. (currently amended) The computer program product of claim 45, wherein the ~~computer-readable medium is~~ program storage device further ~~encoded with computer-readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

an outputting mechanism configured to output the advertisement information to an outputting device of the facsimile apparatus at a constant time interval.

54. (currently amended) The computer program product of claim 45, wherein the ~~computer-readable medium is~~ program storage device further ~~encoded with computer-readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

an electronic mail transmission mechanism configured to transmit the advertisement information by electronic mail to a previously set address at a constant time interval.

55. (currently amended) The computer program product of claim 52, wherein the ~~computer readable medium is~~ program storage device further ~~encoded with computer readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

a destination country specifying mechanism configured to specify a transmission destination country from a telephone number of a facsimile transmission address; and

wherein the composing mechanism is configured to compose the advertisement information of a language employed in the specified country with the part of transmission image data.

56. (currently amended) The computer program product of claim 49, wherein the ~~computer readable medium is~~ program storage device further ~~encoded with computer readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

a specifying mechanism configured to specify a transmission destination country from a telephone number of a facsimile transmission address; and

wherein the facsimile transmission mechanism is configured to transmit by facsimile transmission the advertisement information of a language employed in the specified country.

57. (currently amended) The computer program product of claim 51 or 54, wherein the ~~computer readable medium is~~ program storage device further ~~encoded with computer readable~~ stores additional instructions that, when executed by the processor of the facsimile apparatus, implement,

a specifying mechanism configured to specify a transmission destination country from an electronic mail address of electronic mail transmission; and

an electronic transmission mechanism configured to transmit as electronic mail the advertisement information of a language employed in the specified country.

58. (original) The computer program product of claim 45, wherein the acquiring mechanism is configured to acquire the advertisement information from said advertisement server at a constant time interval.

59. (original) The computer program product of claim 45, wherein said network comprises at least one of an ISDN, a LAN, a WAN, and a telephone line.

60. (original) The computer program product of claim 59, wherein at least a portion of said ISDN, LAN, WAN, and telephone line is the Internet.

61. (original) The computer program product of claim 45, wherein at least a portion of said network is the Internet.

62. (previously presented) The facsimile apparatus of claim 1, wherein the advertisement information is displayed on the display device while the document is being scanned by the scanning device.

63. (previously presented) The facsimile apparatus of claim 1, wherein display of the advertisement information on the display device is terminated upon completion of transmission



of the document by the facsimile apparatus.

64. (previously presented) The facsimile apparatus of claim 1, further comprising an operator sensor, wherein said control device causes the advertisement information to be displayed on said display device when said operator sensor detects that an operator is at or near said facsimile apparatus.

65. (new) The facsimile apparatus of claim 1, further comprising:

a facsimile transmission mechanism configured to transmit by facsimile transmission the advertisement information in accordance with an instruction of transmitting by facsimile transmission the advertisement information displayed on the display device; and

a specifying mechanism configured to specify a transmission destination country from a telephone number of a facsimile transmission address; and

wherein the facsimile transmission mechanism is configured to transmit by facsimile transmission the advertisement information of a language employed in the specified country.